

Halloween

FACTS

OVERALL PLANNED SPENDING & PURCHASE

ITEM	SPENDING	PURCHASE
CANDY	\$3.6 BILLION	96%
DECORATIONS	\$3.9 BILLION	77%
COSTUMES	\$4.1 BILLION	69%
GREETING CARDS	\$0.5 BILLION	35%

OVERALL HALLOWEEN SPENDING



73%

Of people plan to celebrate Halloween in the U.S.



SPIDERMAN

Approximately 2.6 million children plan on dressing like Spiderman in 2023.



\$108.24

Average expected spending on Halloween, up from \$100.45 in 2022.



\$12.2 BILLION

Planned spending on Halloween in 2023, up from \$10.6 billion in 2022.

MISSOURI FACTS



49

Confectionery and nut retailers in Missouri with 308 employees making an average weekly wage of \$494



CHERRY MASH

Chase Candy Company continues to operate in St. Joseph, Missouri - the city where Cherry Mash was first created 100 years ago.



1,141,488

Children of trick-or-treating age in Missouri (age 14 and under).



33

The number of pumpkin patches in Missouri.



Visit the Missouri State Penitentiary located in Jefferson City, MO. Nicknamed "Bloodiest 47 Acres in the U.S."